



The California Technology, Trade & Commerce Agency  
invites you showcase your company at the world's largest medical trade expo

# The 2003 MEDICA World Forum for Medicine



19 – 22 November 2003

Düsseldorf, Germany

**MEDICA 2002  
in review:**

**132,600 qualified  
trade visitors**

**One in three  
visitors came from  
outside Germany**

**3,668 exhibiting  
companies from  
65 nations**

**59% of exhibitors  
came from outside  
of Germany**

**Demonstrations of  
new technology  
from nearly all  
industry sectors**

For more info on  
MEDICA please visit  
[www.medica.de](http://www.medica.de)

## **SHOWCASE YOUR COMPANY**

### **AT THE WORLD'S LARGEST MEDICAL TRADE EXPO!**

Gain instant access and visibility to the US\$40 billion European medical technology market. Currently accounting for 30% of this global industry, European demand for medical devices is expected to increase, as long hospital stays are reduced and outpatient and homecare services become increasingly necessary.

The State of California Invites you to showcase your products and services in one of the two California Pavilions at MEDICA 2003 to the 132,600 industry executives from around the world attending the world's largest and best known medical show.

This year, the California Pavilions will be located in the following two halls:

- Hall 3:** Diagnostics, laboratory equipment, reagents, invitro/invivo and pharmaceuticals  
**Hall 14:** Medical technology and electromedical equipment

## **CALIFORNIA PAVILION EXHIBITORS RECEIVE**

### **Each Turnkey Booth Features**

- 1 information counter
- 1 table
- 3 chairs
- 2 standard shelves
- Spotlights
- Carpeting
- 1 garment rack(wall-mounted)
- 1 overhanging header board with company name
- 3.3 kW electrical power at 230 volts, and 1 round pin socket

### **Full Service Assistance is Included**

- Floating interpreter
- Two Exhibitor passes
- Marketing and press assistance
- Export assistance – including:
  - o At-show matchmaking with foreign buyers
  - o Pre-show consulting by trade specialist
- Post-show follow up to help you track leads
- Use of meeting and pavilion hospitality areas
- Company listing in the *Official Show Guide*, *North American Exhibitor Guide* and the *MEDICA Web Portal*

**Turnkey exhibit spaces start at under \$3,500**

**For further information, fax this form to Christoph Klotz at (213) 977-7399**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

Products manufactured: ☐ California ☐ Elsewhere in the United States ☐ Overseas

If you do not wish to receive future correspondence from our office please check here and return ☐

*The California Technology, Trade and Commerce Agency  
is a public service helping California companies reach international customers.  
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